

MLM Company Profile: Initial Outfitters



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Initial Outfitters

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

Initial Outfitters is based out of Auburn, Alabama.

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Impact on the Industry

Initial Outfitters is a member of the Direct Selling Association and the Direct Selling Women's Alliance. Initial Outfitters also donates to the charity "Charlie's Lunch" in order to support goodwill.

Initial Outfitters has been featured on WSFA news channel 12, *Southern Lady* magazine, and other publications.

Discussion of Products

Initial Outfitters sells accessories that include scarves, (www.mlmllegal.com) handbags, baby items, and home décor products. Most of the Company's products are in the price range of \$12-\$50.

Discussion of Opportunity

Hostesses earn the following by hosting a show with Initial Outfitters:

Hostess Bucks

Earning free jewelry is as simple as having a party and inviting some friends, family, and co-workers over! At Initial Outfitters, our way of saying thank you to our hostesses is rewarding them with free merchandise! When you host a party that has at least 6 individual orders totaling \$150 or more, you qualify for the following:

Number of Guests	Average Purchase	Total Party Sales	% Earned in Hostess Bucks	Hostess Bucks Earned
6 (min)	\$50	\$300	19%	\$57
10	\$50	\$500	22%	\$110
15	\$50	\$750	22%	\$165
20	\$50	\$1000	25%	\$250

Hostess Rewards

Earning free jewelry is as simple as having a party and inviting some friends, family, and co-workers over! At Initial Outfitters, our way of saying thank you to our hostesses is rewarding them with free merchandise! When you host a party that has at least 6 individual orders totaling \$150 or more, you qualify for the following:

Total Party Sales (retail sales)	% of Party Sales Earned Towards Free Merchandise	50% Off Items With 0 Bookings	50% Off Items With 1 Bookings	50% Off Items With 2 Bookings
\$150-\$249	16%	1	2	3
\$250-\$499	19%	2	3	4
\$500-\$849	22%	3	4	5
\$850-\$1000	25%	4	5	6

Consultants are offered ongoing support through their sponsors, along with access to state-of-the-art software and their own personalized website. Consultants are not required to maintain an inventory.

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Consultants also have the opportunity to earn free jewelry within their first 90 days with Initial Outfitters through the Company's quick start program.

Discussion of Distributor Base and Sales Volume in U.S.

NA

Company Website: <http://www.initialoutfitters.com/>

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***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmllegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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